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**L**AST month we took a pot-shot or two at some of the big-wigs in the pedigree bureaucracy. There's been hell to pay ever since. They're going to chasten us by withdrawing advertising contracts. They're going to support other papers, sue us for libel, charge double for transfers, this, that and t'other.

Let them. We still stand by the farmer-breeder. The little fellow is what they call him around the showring, but he is the backbone of the American purebred industry. Our thesis is simple: (1) Pedigrees should be written and transfers recorded in any association herd, flock or stud book at a reasonable cost to the breeder. (2) No breeder of purebreds should be excluded, whether by exorbitant membership fee or unwarranted social distinction, from the inner councils of his breed.

#### Nothing Personal Implied

**W**E ARE not trying to throw anybody out of a job, nor even to get their goat. We mention personalities only to give a clear understanding of the problem.

Must the Shorthorn association charge \$3 for recording in order to pay its way? Why should any Percheron breeder be forced to pay \$10 to get a pedigree on record? Or a Belgian breeder be held up for \$20, if he is a non-member, and on top of that get a notice that if he doesn't shell out before Dec. 4 his pedigree Belgian becomes no better than a grade? Is this high tax imposed to pay the guaranty of a sound and truthful pedigree? By no means. Such luxurious prices for recording are made necessary, we guess, so as to pay outlandish salaries to breed secretaries who may spend most of their time perpetuating their own controlling clique, or maybe just sitting.

#### Two-Fold Work of the Office

**T**HE business of a purebred society falls into two parts. One is to maintain a record of the pedigrees and transfers. The other is to promote the breed. The two functions call for very different, almost opposite, types of mind. Yet a capable secretary can accomplish both with eminent satisfaction to his customers from the standpoint of both economy and efficiency.

We have long believed—and we give you the idea as something to think about—that a purebred society should be impressed with a third function: the marketing of pedigree livestock. More, the cooperative marketing of purebreds.

#### Why Not Breed Cooperatives?

**M**OST of the purebred societies are now incorporated under the corporate laws of the various states, all different, and subjecting the stock-holders (or members) to various degrees of manipulation by proxy-voting, absentee elections, etc. Why not organize a pedigree record association under the cooperative laws of the commonwealths which have them? Make it a cooperative marketing association pure and simple—one man one vote, non-stock non-profit. Impress upon it in addition to the business of marketing purebreds, the added functions of recording and breed promoting. Such an organization could insure purebreds, arrange for financing, and become a real marketing agency for blooded livestock, in addition to carrying on the work of recording and breed promotion.

Some of the old-line pedigree record societies have overstepped themselves completely and have gone into the in-

## The Editor's Round-up

vestment business, with the breeders' money. Unless we are totally misinformed, the American Shorthorn Breeders' Association has subsidized the "Shorthorn World." Why should any breeder of Shorthorns pay an excess recording fee in order to have his surplus money poured into a private publishing enterprise? Fortunately, there is a happy way out of this predicament. The Association could take over the "World" and run it as a breed organ.

#### Milking Shorthorns Stifled

**O**UR quarrel with the American Shorthorn Breeders' Association, however, has a much broader foundation than to raise picayunish issues with the management. We assert without fear of successful contradiction that the Shorthorn of-

#### Annual Meetings of Breed Societies

**T**RIUMPHANT over fire and depression, the 36th International Live Stock Exposition will be held in its new home at the Chicago Stock Yards, Dec. 1-8.

During the International breed associations will hold their annual meetings. The executive officers will give you their annual reports of recordings and transfers, new memberships and financial statements. Boards of directors will be chosen and officers elected.

Why not attend the annual meeting of your breed association? They need you there, whether you are a member or a non-member. If you own, or even plan to own, purebreds they'll probably let you in. See for yourself how the affairs of your breed are regulated.

You will find the place and time of meeting for your own breed association on page 24 of the International catalog. If you don't know where and when, ask BREEDER'S GAZETTE.

officials have failed miserably in the proper promotion of the Milking Shorthorn breed. Some there are who think that it is impossible for one management to do justice both to the Milking Shorthorn and the Beef Shorthorn, not to mention the Polled Shorthorn, at the same time. This does not follow, in our opinion. What the Milking Shorthorn needs is the directing force of some great breed personality. He would be able to place the Milking Shorthorn in second position right next to the Holstein-Friesian, on the dairy scene within a decade.

#### Which Half Do We Get?

**A**S to Percheron affairs, it must be said in full justice to Secretary ELLIS McFARLAND that he is now furnishing a readable account of the Percheron news to those editors who request it courteously, not to say firmly.

A director of the Percheron Society of America takes us to task for stating that Mr. McFARLAND's salary is \$7500 a year. We admit an error. On further investigation we ascertain that Mr. Mc-

FARLAND receives the sum of \$4000 per year, but this sum is paid for only half of his time! We reiterate that for not more than half of his half-time salary an efficient clerk could handle all of the secretarial work of the Percheron Society of America. This is no reflection on Mr. McFARLAND. He is a well-trained man and in the right situation could earn more money than he is getting. Nevertheless, when the work was not there to justify such an expenditure of the Society's funds, the directors temporized with the problem and penalized the Percheron breeders of the country by an assessment for recording and transfers which is out of all reason.

#### High Taxation Without Representation

**H**OW do I know? (Let me use first person.) I sold a Percheron colt for \$150. He was not a whirlwind by any means, but a sound purebred Percheron. Naturally, I promised the buyer the pedigree. Now when I came to the Percheron Society of America I found that I must plank down \$15 to carry out that part of my agreement. The Secretary writes: "Since you are not a member of the Percheron Society the fee on this colt is \$10.00. The transfer carries a fee of \$5.00."

In other words I must pay 10% to the monopoly which controls the recording of Percheron horses in America. It is too much. It reacts unfavorably on the expansion of the breed.

#### Belgian Breed Management a Joke

**M**R. J. D. CONNER, JR., Secretary of the American Association of Importers and Breeders of Belgian Draft Horses (that's the name!), writes me very promptly that his "committee on advertising" will withdraw the association's business unless I decide to be good. So far as I am concerned Mr. CONNER and his committee on advertising can take their business and jump in the Wabash.

I very well know that what Mr. CONNER says goes. He is the Duce of the Belgian association. But it is to be doubted if he can point with pride to his record of breed promotion. The great Belgian breed of draft horses has come forward to a primary place in the affections of the cornbelt farmer not with his help, but in spite of it.

Some years ago Mr. CONNER advanced some money to tide the Belgian association over a crisis. Since that time he has wielded undisputed domination over its affairs. He may talk about a committee on advertising, a committee on this, and a committee on that. But Mr. CONNER never had a committee in his life that he did not dictate absolutely. He always holds the proxies, and will again this year at Chicago.

#### Merge Draft Breed Offices

**S**EVEN years ago BREEDER'S GAZETTE suggested that it would be a good thing for draft horse breeding in America to form a coalition of the Percheron Society and the Belgian Association. We still believe that this would be a good thing. No thought whatsoever of amalgamating the two breeds, nor of mixing the bloodlines. One office could efficiently house both of the breed secretariates, or indeed, all five of the draft horse associations. Together there would be enough business to warrant the employ of a capable secretary. Mr. McFARLAND would be the first choice. The volume of the combined business would warrant a salary that need not react with a 10% assessment on the farmer-breeder.



## At the Barnyard Gate

**A**FTER helping Sec. Henry Wallace on his wheat measuring job, as a supervisor, I could not resist filling out your questionnaire. On the average the farmers out here in Kansas are interested in the AAA and feel that it is helping them. Only no one need try and make it compulsory. Also, if there is any more red tape, tell them to keep it in Washington. —J. F. TRUE, JR., Jefferson Co., Kans.

**W**E THINK you will come out on top all right. Keep out of politics, and run a farm paper. Don't give us any more of that Sun-Up stuff, like you did when Hoover was elected. —A. H. POINTS, Rowan Co., Ky.

**A**T ONE time I sold subscriptions to BREEDER'S GAZETTE when the Sanders folks published it. I am still one of the family of readers. So I should help and I will. So count on me as an agent for you for all time in Pennsylvania. We can use Royal over here.—J. W. POTTER, Blair Co., Pa.

**T**HE "city farmer" has renewed his agricultural activities. In our community several farms have passed into such hands. If breeders will only treat them fairly, give them good stock and not hold them up, I believe all animal husbandry will benefit.—A. C. BUEHLER, Pomeroy Farm, Cook Co., Ill.

**I** LOST my health some years ago, but kept reading the GAZETTE, and eventually got back on the farm. I have sold saddle horses, Shorthorns, hogs, and turkeys in several states, and every buyer was pleased. I am glad to see your journal getting better. I once had 150 in my GAZETTE Club. I am hoping to see you put out the leading farm journal of the U. S.—WM. E. STILWELL, Christian Co., Ky.

**I** HAVE been taking BREEDER'S GAZETTE since 1905 and have been agent for it since 1907. I was sending in subscriptions when Wayne Dinsmore was at Ames. I got 9th place once when they were giving cash prizes. I am glad you are able to keep going, although the road is rough.—FRED McSHAM, Linn Co., Ia.

**A**M waiting with some impatience the next issue, as I am contemplating buying some calves, mares, and sheep, and want our friend Poole's slant and Miller Purvis to advise me on how to feed pullets to make them lay. Luck to you and put me down as one that will contribute his part to get the GAZETTE back on its feet, though am none too steady yet, myself.—W. J. ALVES, Henderson Co., Ky.

**W**OULD you object if a dirt farmer with 10 registered Shorthorns yelled his thanks to Pete Ross and to you for telling a few Shorthorn facts? Not being a member of the association and having to work like sin to get nickels enough together to keep up my recording that article is of special interest to me. I cannot pay double fees and I haven't seen \$25 in so long I do not know what it would look like, but I hope some day to own a set of Herd Books. Enjoyed "For Percheron Breeders Only." Even if my colts are just grade Percherons. I have an interest in the breed and am looking forward to owning a registered filly. Why don't we hear more about your farm? I, too, am trying to crawl up the scale to better farms and times.—MERTON A. JOHNSON, Woodland Stock Farm, Orleans Co., N. Y.

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